

Fig. 1

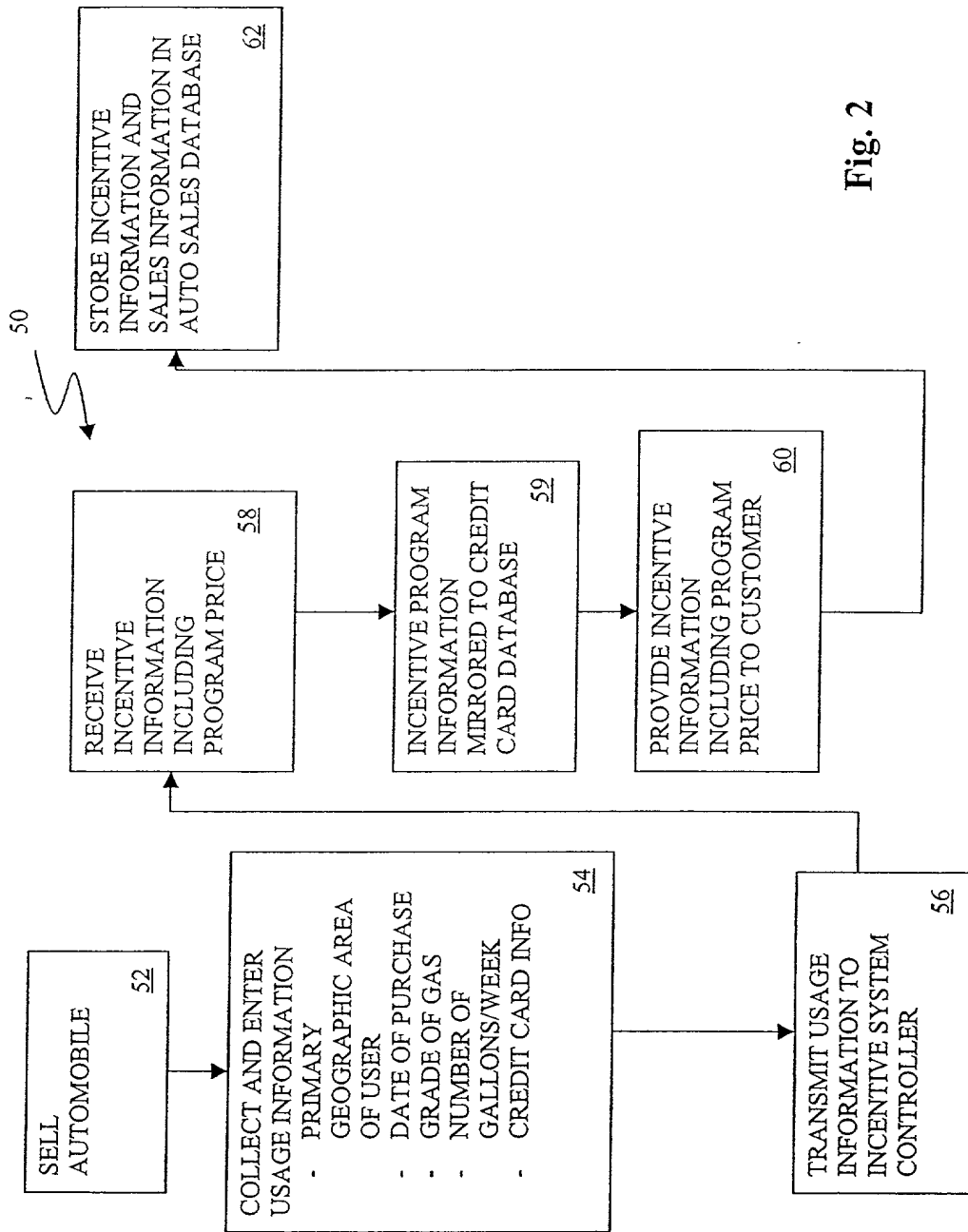


Fig. 2

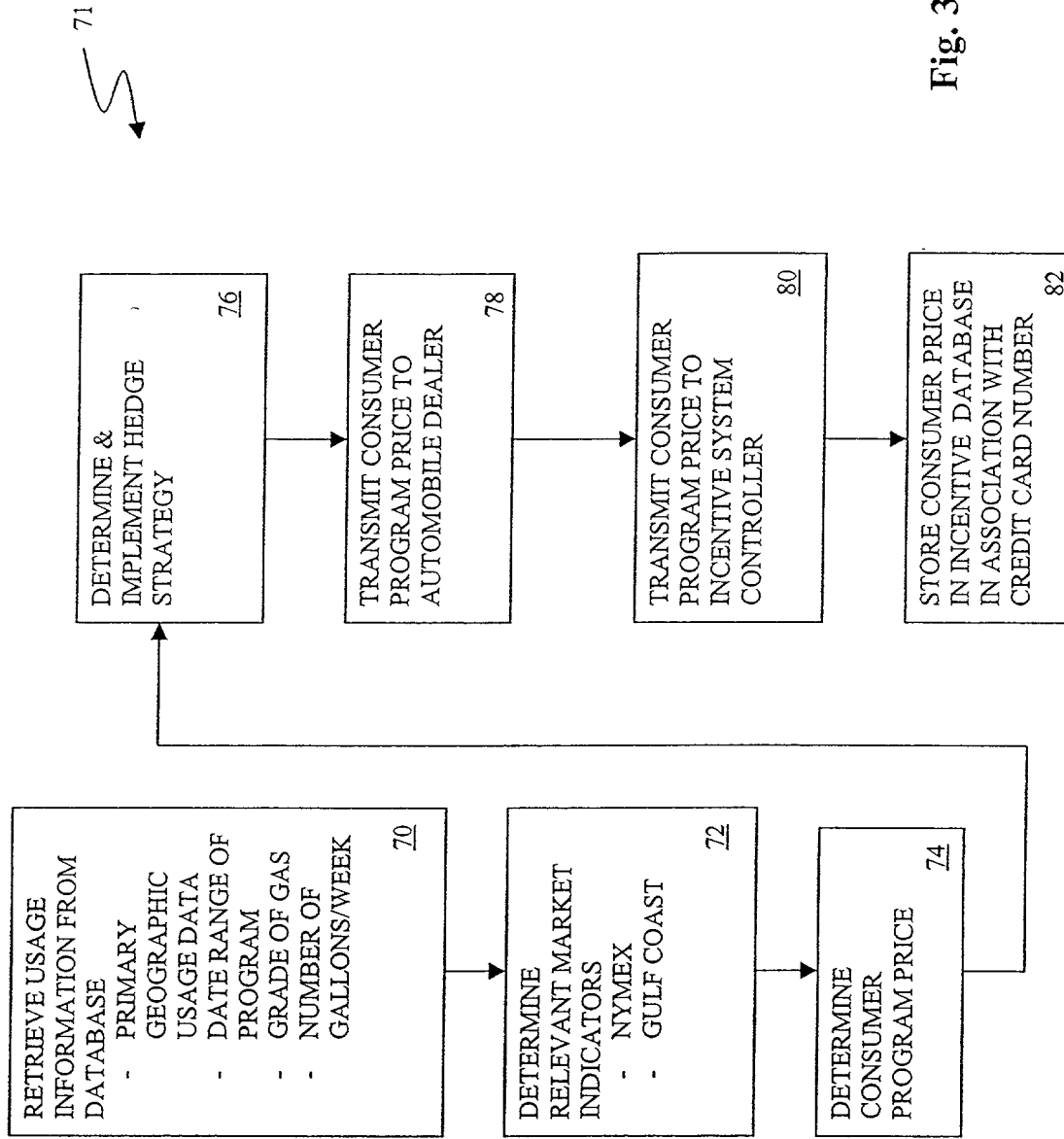


Fig. 3

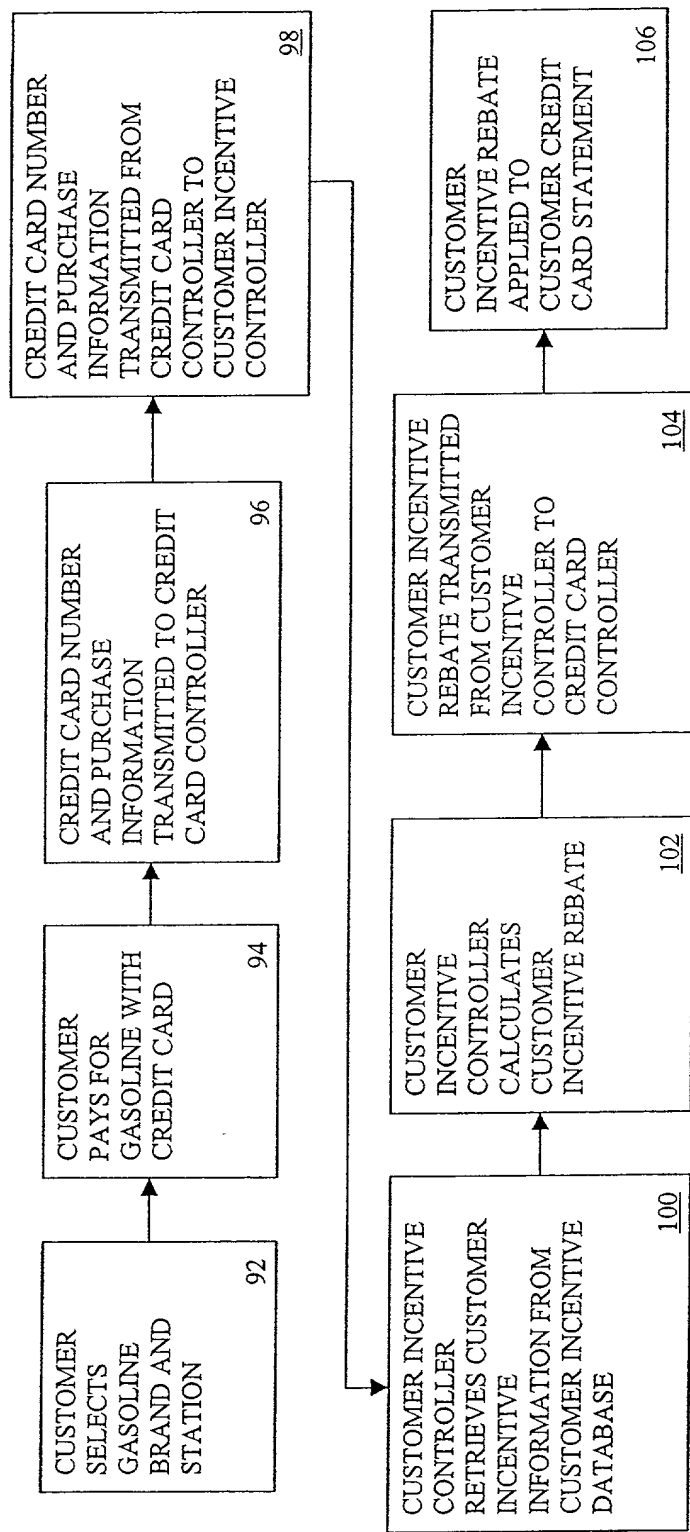


Fig. 4

CUSTOMER INCENTIVE DATABASE RECORD 36

36A CUSTOMER NAME	36B CREDIT CARD INFORMATION	36C GAS GRADE	36D GAS QUANTITY	36E PROGRAM PRICE	36F GALLONS USED THIS MONTH	36G DATE INFORMATION
37A JOHN SMITH	123-4567-8910	89 OCTANE BRAND A	40 GALLONS/MONTH	\$1.50	15	PURCHASE DATE, PROGRAM DATE RANGE
37B JANE DOE	234-5678-9101	90 OCTANE BRAND A	100 GALLONS/MONTH	\$1.60	40	PURCHASE DATE, PROGRAM DATE RANGE

Fig. 5

GASOLINE PURCHASE DATABASE RECORD 40

CUSTOMER NAME	CREDIT CARD INFORMATION	GAS GRADE	GALLONS OF GAS PURCHASED	RETAIL PUMP PRICE	TAXES
JOHN SMITH	123-4567-8910	89	10	\$2.00/GALLON	\$0.15/GALLON
JANE DOE	234-5678-9101	90	20	\$2.25/GALLON	\$0.20/GALLON

Fig. 6

AUTOMOBILE SALES DATABASE RECORD 44

CUSTOMER NAME	CUSTOMER INFORMATION & CREDIT CARD NUMBER	CUSTOMER INCENTIVE INFORMATION	INCENTIVE DATE INFORMATION	AUTOMOBILE SALES INFORMATION
45A JOHN SMITH	123-4567-8910	89 OCTANE/40 GALS. PER MONTH/\$1.50 + TAXES/GALLON	PURCHASE DATE, PROGRAM LENGTH	SUV MODEL ABC, RED, 4WD, OPTION PACKAGE Z
45B JANE DOE	234-5678-9101	90 OCTANE/100 GALS. PER MONTH/\$1.60 + TAXES/GALLON	PURCHASE DATE, PROGRAM LENGTH	SPORTS SEDAN MODEL BCD, YELLOW, OPTION PACKAGE L

Fig. 7

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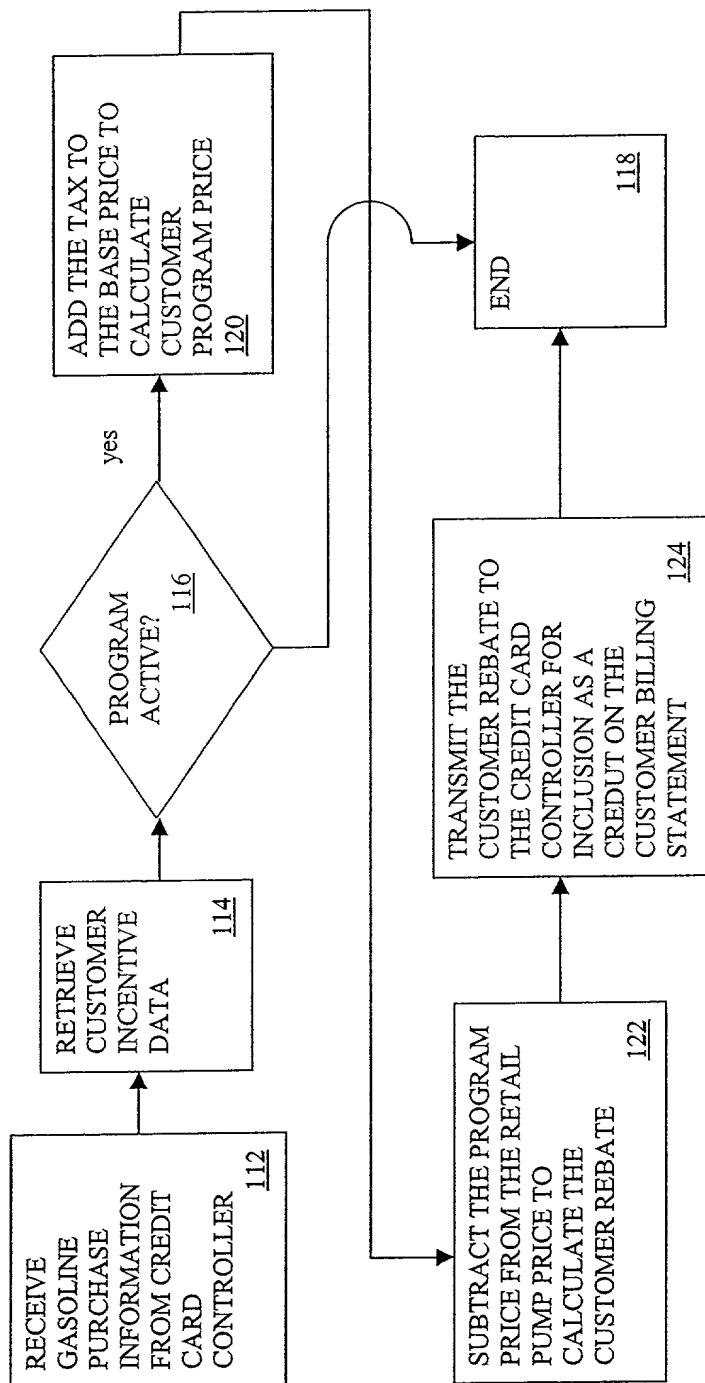


Fig. 8

SAMPLE CALCULATION SPREADSHEET 111

VARIABLE	COST OR QUANTITY	DESCRIPTION OF VARIABLE OR CALCULATION
GASOLINE QUANTITY	15 GALLONS	QUANTITY OF GASOLINE PURCHASED AT RETAIL PUMP
RETAIL PUMP PRICE/GALLON	\$2.00	RETAIL PRICE PAID AT PUMP
TAXES/GALLON	\$0.20	TAXES IN RETAIL PRICE
TOTAL CUSTOMER RETAIL PRICE	\$30.00	GASOLINE QUANTITY * RETAIL PUMP PRICE/GALLON
PROGRAM PRICE/GALLON	\$1.50	AS CALCULATED BY INCENTIVE PROVIDER; RETRIEVED FROM STORAGE
TOTAL CUSTOMER INCENTIVE PRICE	\$25.50	(PROGRAM PRICE/GALLON + TAX/GALLON) * GASOLINE QUANTITY
REBATE TO CUSTOMER	\$4.50	TOTAL CUSTOMER RETAIL PRICE - TOTAL CUSTOMER INCENTIVE PRICE

112' → 114' → 120' → 122'

Fig. 9

CREDIT CARD DATABASE RECORD 32

32A	32B	32C	32D	32E
CUSTOMER NAME	CUSTOMER CREDIT CARD INFORMATION	INCENTIVE PROGRAM MEMBER?	INCENTIVE PROGRAM INFORMATION	OTHER CUSTOMER INFORMATION
33A	JOHN SMITH	YES	AUTOMOBILE MANUFACTURER A	ADDRESS, ACCOUNT INFORMATION, ETC.
33B	JANE DOE	YES	AUTOMOBILE MANUFACTURER A	ADDRESS, ACCOUNT INFORMATION, ETC.

Fig. 10